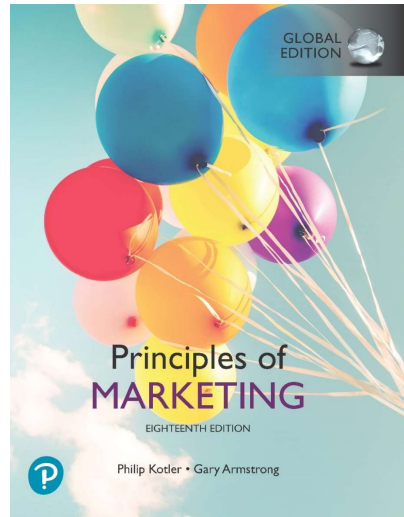


Principles of Marketing

Eighteenth Edition, Global Edition



 Pearson

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Chapter 17

Digital, Online, Social Media, and Mobile Marketing

1

COCA-COLA: Making the Brand a Part of the Customer's Story

Coca-Cola's digital, mobile, social media campaigns spark brand conversations, build brand community, and make the brand a part of consumers' lives.



Barry Tuck/Stockimo/Alamy Stock Photo

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Learning Objectives

- 17.1** Define *direct and digital marketing* and discuss their rapid growth and benefits to customers and companies.
- 17.2** Identify and discuss the major forms of direct and digital marketing.
- 17.3** Explain how companies have responded to the digital age with various online marketing strategies.
- 17.4** Discuss how companies use social media and mobile marketing to engage consumers and create brand community.
- 17.5** Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.

Learning Objective 1

Define *direct and digital marketing* and discuss their rapid growth and benefits to customers and companies.

Direct and Digital Marketing (1 of 5)

Direct and digital marketing involve engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.



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Direct and Digital Marketing (2 of 5)

The New Direct Marketing Model

For many companies today, direct and digital marketing constitute a complete model for doing business.

The new direct marketing model: Online travel company Expedia Group has successfully built its entire approach to the marketplace around direct and digital marketing. Its Travelocity.com unit and the famous Roaming Gnome make it easy for customer to “Wander Wisely.”



Travelocity



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Direct and Digital Marketing (3 of 5)

Rapid Growth of Direct and Digital Marketing

Direct and digital marketing have become the fastest-growing form of marketing.

Direct marketing continues to become more internet-based, and digital direct marketing is claiming a surging share of marketing spending and sales.



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Direct and Digital Marketing (4 of 5)

Benefits of Direct and Digital Marketing to Buyers and Sellers

- Convenience
- Ready access to many products
- Access to comparative information about companies, products, and competitors
- Interactive and immediate

Direct and digital marketing: Snack brand MoonPie is known for its skillful use of real-time social media marketing to create a fresh, relevant brand personality and spark ongoing real-time engagement with the brand's fans.



Moonpie

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Direct and Digital Marketing (5 of 5)

Benefits of Direct and Digital Marketing—Sellers

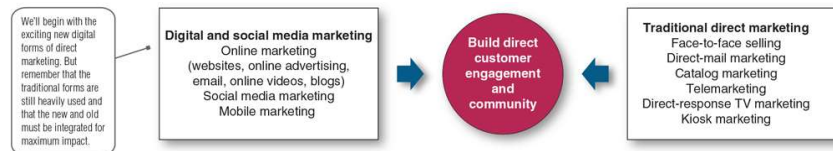
- Tool to build customer relationships
- Low-cost, efficient, fast alternative to reach markets
- Flexible
- Access to buyers not reachable through other channels

Learning Objective 2

Identify and discuss the major forms of direct and digital marketing.

Forms of Direct and Digital Marketing

Figure 17.1 Forms of Direct and Digital Marketing



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Learning Objective 3

Explain how companies have responded to the digital age with various online marketing strategies.

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Marketing in the Digital Age (1 of 5)

Omni-channel retailing creates a seamless cross-channel buying experience that integrates in-store, online, and mobile shopping— it creates a single shopping experience.

Omni-channel retailing: Home Depot's goal is to provide “a seamless and frictionless experience no matter where our customers shop, be it in the digital world, our brick and mortar stores, at home, or on the job site. Anywhere the customer is, we need to be there.”

HASSLE-FREE ONLINE SHOPPING AT THE HOME DEPOT

<p>FREE SHIP TO YOUR HOME Most Orders of \$45 or More Learn More</p>	<p>FREE SHIP TO STORE Over a million items Ship Free to Store Everyday Learn More</p>	<p>Free Buy Online Pick Up In Store Items that are in-stock at your local store are available for same day pick-up Learn More</p>	<p>FREE RETURNS Any Home Depot Store Can Return Online Purchases Throughout the U.S. Learn More</p>
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Hassle-Free Online Shopping

THE HOME DEPOT name and logo are trademarks of Home Depot Product Authority, L.L.C. used under license.



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Marketing in the Digital Age (2 of 5)

Online Marketing

Online marketing is marketing via the internet using company websites, online ads and promotions, email, online video, and blogs.

Marketing Websites engage consumers to move them closer to a direct purchase or other marketing outcome.

Branded Community Websites present brand content that engages consumers and creates customer community around a brand.



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Marketing in the Digital Age (3 of 5)

Online Marketing

Online advertising is advertising that appears while consumers are browsing online and includes display ads, search-related ads, online classifieds, and other forms.

Email marketing involves sending highly targeted, highly personalized, relationship-building marketing messages via email.

Spam is unsolicited, unwanted commercial email messages.



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Marketing in the Digital Age (4 of 5)

Online Marketing

Online video marketing involves posting digital video content on brand websites or social media sites such as YouTube, Facebook, and others.

Viral marketing is the digital version of word-of-mouth marketing: videos, ads, and other marketing content that is so infectious that customers will seek it out or pass it along to friends.



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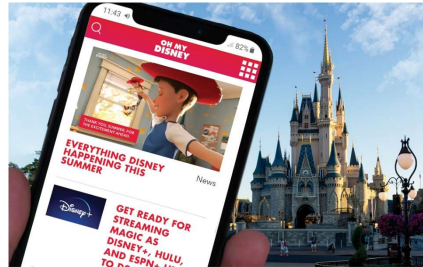
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Marketing in the Digital Age (5 of 5)

Online Marketing

Blogs are online journals where people and companies post their thoughts and other content, usually related to narrowly defined topics.

Company blogs: The *Oh My Disney* blog gives Disney buffs an “official destination for Disney quizzes, nostalgia, news, and other Disney magic.”



Eyal Dayan Photography

Learning Objective 4

Discuss how companies use social media and mobile marketing to engage consumers and create brand community.

Social Media and Mobile Marketing (1 of 4)

Social Media Marketing Advantages:

- Targeted and personal
- Interactive
- Immediate and timely
- Real-time marketing
- Cost effective
- Engagement and social sharing capabilities



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Social Media and Mobile Marketing (2 of 4)

Social Media Marketing Challenges:

- User controlled
- Brands need to earn the right to be there
- Even a seemingly harmless social media campaign can backfire



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Social Media and Mobile Marketing (3 of 4)

Mobile marketing delivers messages, promotions, and other content to on-the-go consumers through mobile phones, smartphones, tablets, and other mobile devices.

For consumers, a smartphone or tablet can be a handy shopping companion. As a result, mobile advertising spending is surging.



George Rudy/Shutterstock



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Social Media and Mobile Marketing (4 of 4)

Mobile marketing: TripAdvisor's mobile app –“your ultimate travel companion”–gives users as-they-travel access to crowd-sourced information about hotels, restaurants, places to go, and things to see worldwide. And booking options are always just a tap away.



Ian Dagnall/Alamy Stock Photo

Taco Bell Corp.



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Learning Objective 5

Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.



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Traditional Direct Marketing Forms (1 of 5)

Direct-mail marketing involves an offer, announcement, reminder, or other item to a person at a particular address.

- Personalized
- Easy-to-measure results
- Costs more than mass media
- Provides better results than mass media



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Traditional Direct Marketing Forms (2 of 5)

Catalog marketing involves printed and web-based catalogs.

- Benefits of web-based catalogs
 - Lower cost than printed catalogs
 - Unlimited amount of merchandise
 - Real-time merchandising
 - Interactive content
 - Promotional features
- Challenges of web-based catalogs
 - Require marketing
 - Difficulties in attracting new customers

Traditional Direct Marketing Forms (3 of 5)

Telemarketing involves using the telephone to sell directly to consumers and business customers.

- Outbound telephone marketing sells directly to consumers and businesses.
- Inbound telephone marketing uses toll-free numbers to receive orders from television and print ads, direct mail, and catalogs.

Traditional Direct Marketing Forms (4 of 5)

Direct-response television marketing includes the following:

- 60 to 120 second advertisements that describe products or give customers a toll-free number or website for ordering
- 30-minute infomercials such as home shopping channels



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Traditional Direct Marketing Forms (5 of 5)

Kiosk Marketing

Kiosk marketing: The in-store Home Depot Appliance Finder kiosk helps customers find and buy the products they want on the spot. Sales associates can also use the kiosk as a sales tool.



Image Manufacturing Group



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Public Policy Issues in Direct and Digital Marketing (1 of 2)

- **Irritation** includes annoying and offending customers.
- **Unfairness** includes taking unfair advantage of impulsive or less-sophisticated buyers.
- **Deception** includes “heat merchants” who design mailers and write copy designed to mislead consumers.
- **Fraud** includes identity theft and financial scams.
- **Consumer privacy** involves concerns that marketers may have too much information and use it to take unfair advantage.



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Public Policy Issues in Direct and Digital Marketing (2 of 2)

A Need for Action

- General Data Protection Regulation (GDPR)
- Children’s Online Privacy Protection Act (COPPA)



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